Krakken
User's Manual

A step-by-step guide to swallow your market whole

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VOMA Phase 1

Introduction

The purpose of VOMA phase one, or the granular phase of research is two fold:

1. Investigate the competition for single or “seed” keyword terms.

2. Observe the websites that sit at the top rankings within (or dominate) the vertical market.

To understand more about how to create a business USP (Unique Selling Proposition/Position) check out Jay Abraham's document “How to Create a Unique Selling Proposition”

Segmenting Your Market

If you have not read Sue Bell’s primer on Market Segmentation, please do so before you begin the VOMA process. Segmenting your USP and your online market with Krakken requires the basic knowledge and understanding of these terms:

http://www.theme-zoom.com/738/market-segmentation-and-analysis/

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Part 1 - Market Research

In this section we show you the basics for how to create clusters and themes within a cluster. The more thoroughly you investigate the keywords related to your market the better the picture you will have of what you market looks like, the terms that have high cost associated with them are more likely to be direct response terms (money keywords), or terms used later in the buying cycle. They might also represent terms that target the pain of the market place (in other words, used by folks when they are trying to solve a need or a pain. The greater the pain, the more immediate their need). Following or drilling down into these keywords will show you the "picture" of how the money flows through this market.

Conversely, keywords with smaller costs are likely to be more the educational terms, or terms used earlier in the buying cycle. Following these keywords will give you a picture of the terms useful in supporting pages of your website as well as educational and trust building aspects of your online promotional campaign.

You will want to create multiple clusters for your phase one research. At the very least you should have one cluster for educational and one cluster for direct response keywords. Generally you will find multiple aspects or segments of your market as you start to explore. You will want to separate these segments into individual clusters. Later, each of these segments will become a different leg or 'silo' of your website. Using the analogy of a library here is helpful; a website with a good silo structure is like a well organized library of information and products. The better organized the categories/segments are into specific sections of the website, the easier it is for the visitor to find what they are looking for...all articles associated with a particular subject are in this silo and so on. This in turn will help the visitor stay longer and even bookmark the website because it was easy to use and loaded with valuable information.

Typically you want the more direct response keywords for your silo pages. They should be higher in cost, traffic and competition. That is because the very nature of the silo structure makes the silo pages easier to rank for more difficult terms.

The less competitive, more educational terms are great options for the article pages that support the silo. With this overview, let's get Krakken and start looking at your data!

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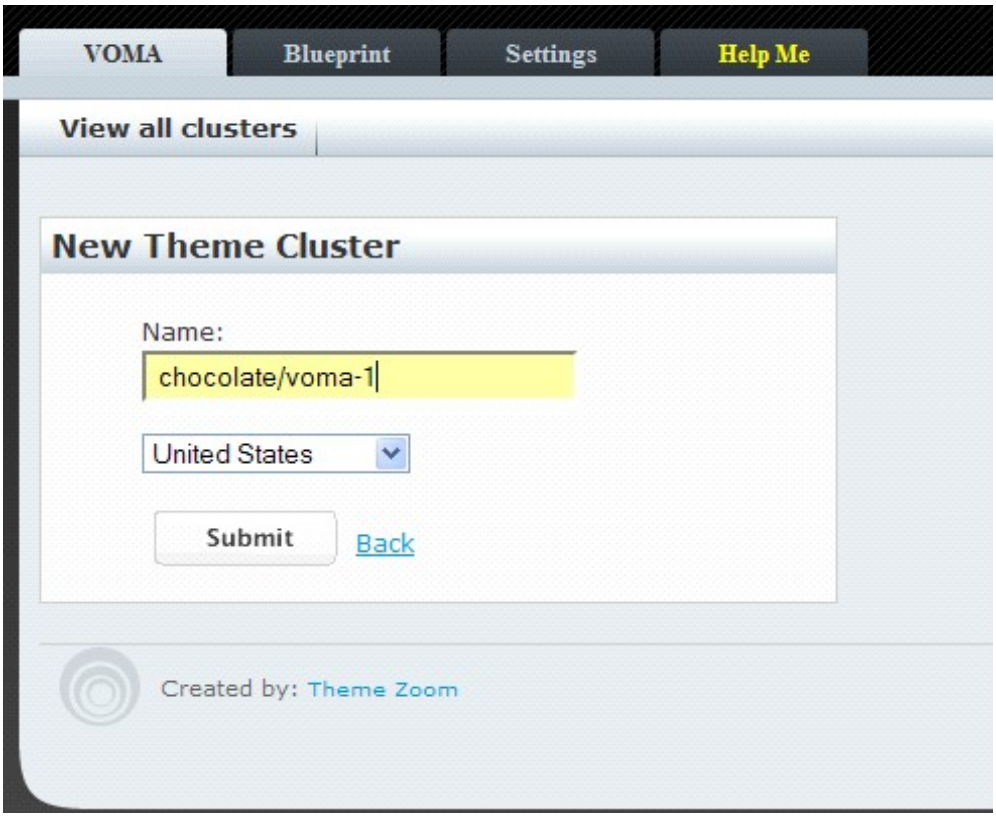
Step 1: Create a cluster

A cluster is a collection of themes. A theme is a collection of related keywords. The more directly related the themes within a cluster are, the more useful the cluster overview screen will be. However there is no requirement that themes within a cluster be related at all.



To create the cluster, start with a name that will be meaningful to your project, such as a theme like "chocolate", and create the cluster by naming it chocolate VOMA 1. A naming convention such as this will help your cluster list stay organized:

Example:

chocolate/voma/phase1

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Step 2: Create a theme - Choosing a 'Theme Name'

Once you click "Submit" to create your Cluster, you will be prompted to create your first theme. The name of your theme is also the seed keyword ie. 'chocolate'. The cluster name will be shown as the first theme name by default. You can change this term if you wish, but at the very least you will want to remove the "voma-1" or what ever naming convention you chose to help organize your clusters in the second prompt of this screen. Otherwise your seed term will be meaningless, having included your naming convention as part of the seed.

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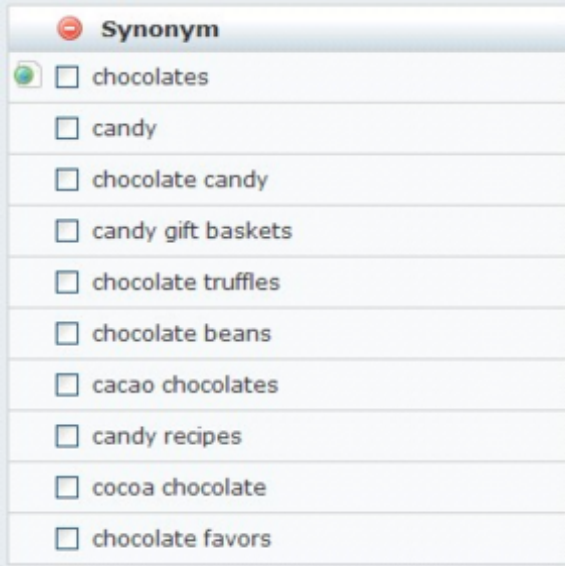
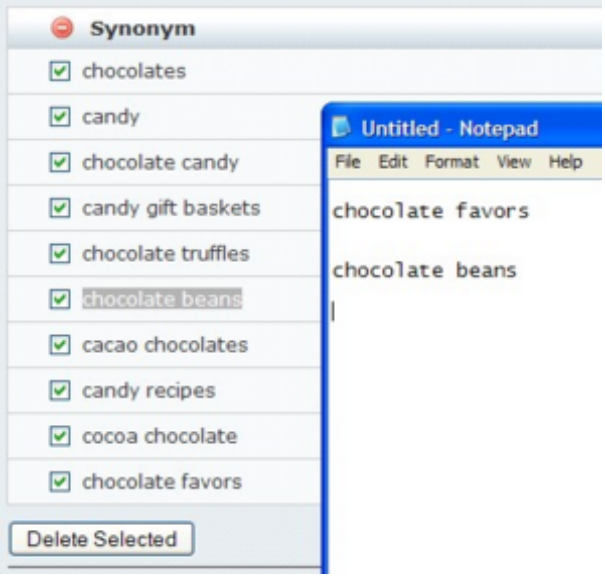
Step 3: Create a theme - Choose Synonyms

Once you click ‘Create’, Krakken will return a list of synonyms. You must delete this list of suggested synonyms in order to investigate the seed term granularly.



I recommend having a notepad file open in order to copy the interesting synonyms in order to add them in later steps.



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Step 4: Create a theme - Drilling the Synonymic Set

After you have deleted all synonyms, and set aside potentially interesting ones for later, tell Krakken to collect the information for this keyword by clicking “continue.” The data that will be returned is related only to that single seed term.

The next screen will prompt you to select all the keyword terms you want to have as Theme Defining Synonyms. Since you have no synonyms, there is nothing meaningful you can do on this screen, so click ‘Continue’. Your screen will refresh and you will be looking at the Theme Market Analysis screen.

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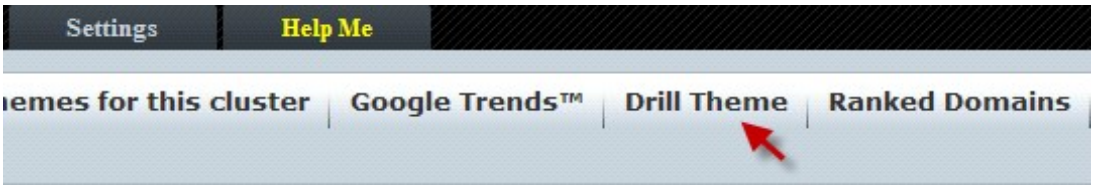
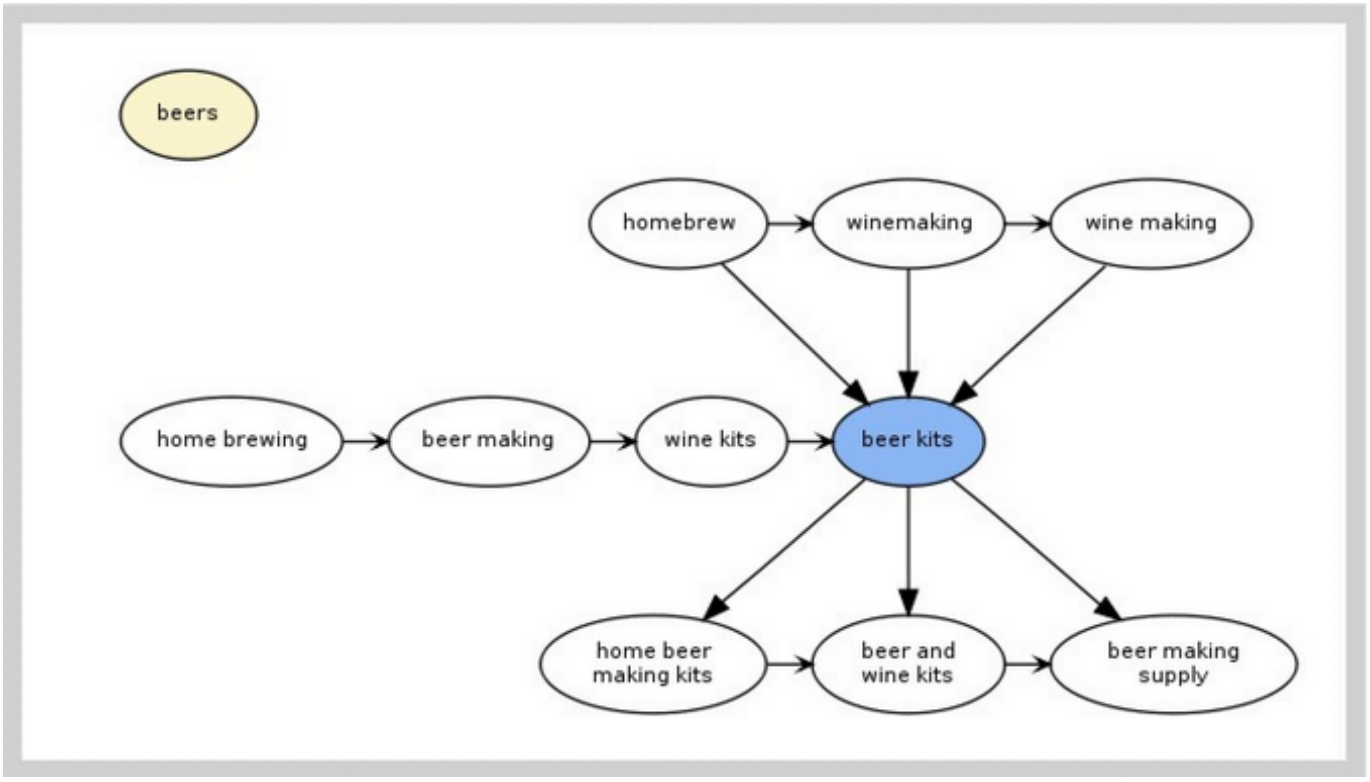
Step 5: Drilling the Theme

On the Theme Market Analysis screen, at the top there is an option to 'Drill Theme'. Clicking this button will direct Krakken to sift through many sources to find keywords that relate to your seed term.



Remember that VOMA is a market analysis tool, not a keyword tool. It is not the purpose of VOMA to bring back every single keyword associated with your seed term. Rather, it will bring back only those terms which are most relevant to your seed term from a market analysis point of view. In other words, Krakken looks for keywords that are relatively high in cost or traffic and are contained in a meaningful percentage of the conversations regarding your seed term.

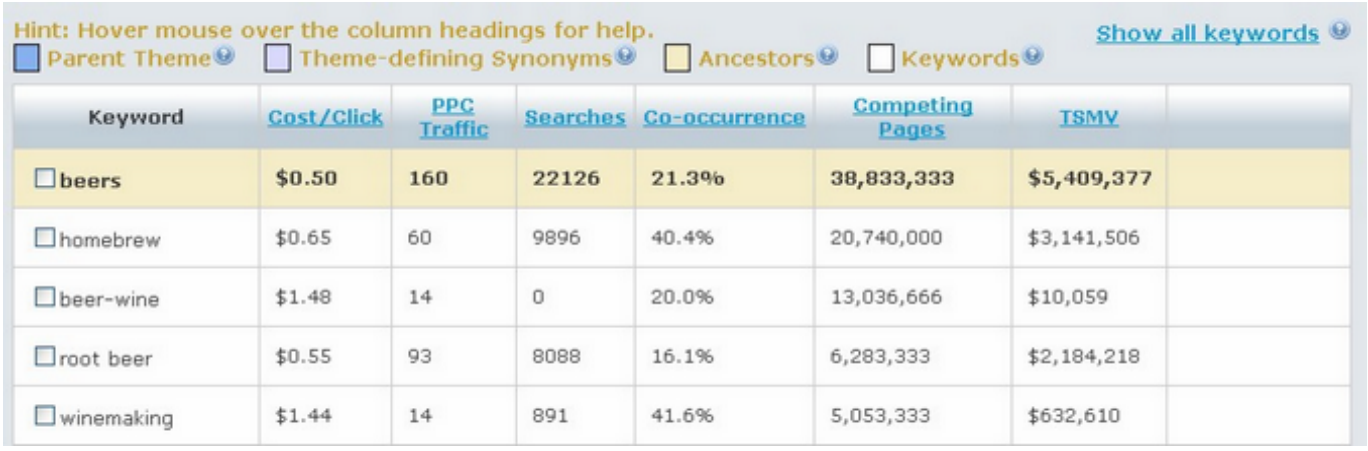
Drilling into your theme will generate three different kinds of keywords:



1. Important Keywords: Important keywords are the ones that you find in the bubble map at the top. In a glance you can see the most important words that are further up the vertical market from your seed term, those that are on the same level as your seed term, and the most important terms into which your seed term segments. Often times you will find important keywords here from which you want to do a break away drill (create another drill within this cluster). You may do so, simply by

clicking on the bubble.

2. Interesting Keywords: Interesting keywords are the terms that you find in the grid below the bubble map. These terms are the makers and shakers of the market segment represented by your seed term, and will probably present you with great ideas for doing a break away drill. To do so, look for an icon on the far right when your cursor is highlighting the data for that keyword. There are also other icons there for exploring that term in Google.



Keyword	Cost/Click	PPC Traffic	Searches	Co-occurrence	Competing Pages	TSMV	
beers	$0.50	160	22126	21.3%	38,833,333	$5,409,377	
homebrew	$0.65	60	9896	40.4%	20,740,000	$3,141,506	
beer-wine	$1.48	14	0	20.0%	13,036,666	$10,059	
root beer	$0.55	93	8088	16.1%	6,283,333	$2,184,218	
winemaking	$1.44	14	891	41.6%	5,053,333	$632,610	

3. Additional Keywords: Click on "Show all keywords" option, at the top right of the keyword grid, to see the complete list of keywords for a drilled theme. This gives you a deeper view of the scope of the market represented by your seed term than the interesting terms list. It is helpful when determining if a keyword is truly relevant to your USP and can often provide excellent ideas for articles or further segmentation of the market represented by your seed term(s). This screen is probably most useful in the early phases of your market research when exploring the verticals in your market.

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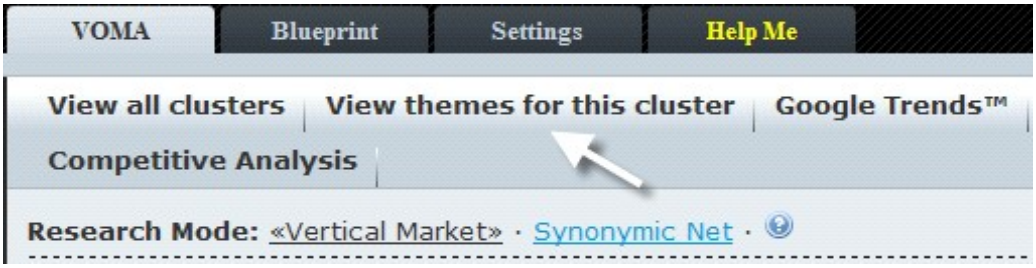
Step 6: Creating Additional Themes

Once a theme is drilled, you may drill into any of the keywords in the keyword list by clicking on the spyglass icon, or depending on your browser you may see the words "view as new theme icon", in the far right column. This icon, along with two others, is displayed only when the cursor hovers over a keyword in the list, highlighting the information for that term.

In order to speed things up during this phase, you may have two windows open running two drills simultaneously.

At this point, not only do I drill into terms I find in the drilled themes, I also continue loading my interesting terms (possibly from the notepad file) as new themes. By clicking the 'view themes for this cluster' at the top of the screen, after a drill, you will be returned to the Themes Overview Screen, where you can click the "add new theme" button at the top.

**Remember to delete the suggested synonyms each time (copying the interesting ones on the note file to add in this manner during this phase).*



Create themes by adding keyword terms you found anywhere else. The places from which you may pull the additional keywords are almost endless and include the following suggestions:

a. *offline advertising messages*
b. *your current meta-keywords and/or meta-descriptions*
c. *your current or historical PPC (pay per click) campaigns*
d. *keywords from the log files of your current website*
e. *a list of keywords used by your direct competition*

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Part 2 - Competitive Analysis

The competitive analysis tools available in Krakken will help you determine

1) Who your competition is.
2) What their marketing strategy is.
2) How difficult competing with them is going to be.

As you move through these steps for each of your keywords you will want to make notes that indicate how competitive each term is and which terms you want to compete for immediately, and which are better to acquire rankings for over time.

Also you will want to check out your competition as you move through your keywords. Make sure these are businesses with whom you are actually competing. Have you got the right keywords for your market? Examine these businesses to see how they have positioned themselves. Ask yourself how your positioning differs from theirs. How does your business solve your customer's problems better than your competition? Answers to these questions will help you refine your USP.

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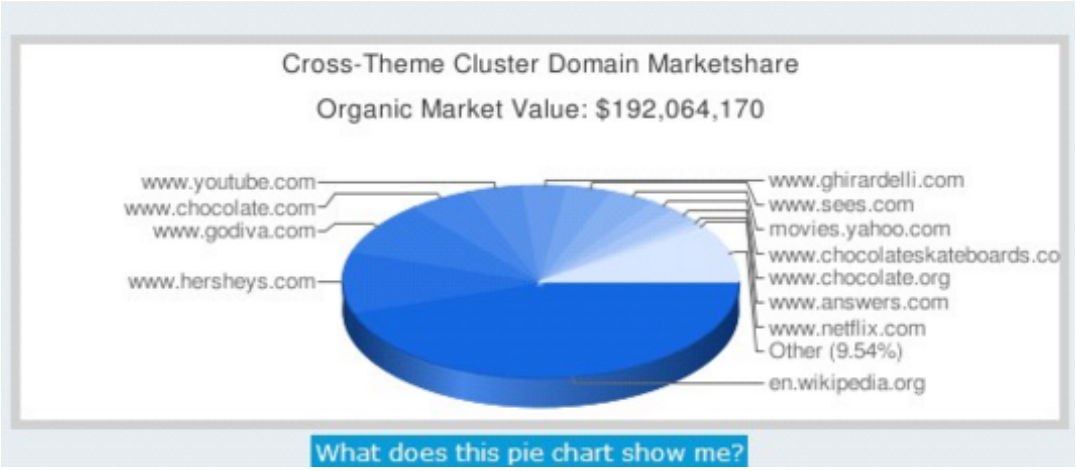
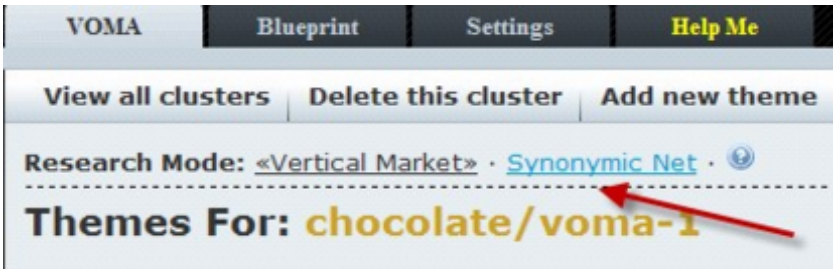
Step 7: Competitive Analysis - Cross Cluster Analysis



When viewing the themes for a cluster, you will notice a pie chart showing the top ranking domains across all the themes contained in the cluster. This pie chart will morph as you add themes. You can use this pie chart to see who the top competitors are for all the themes in your cluster. These sites define your competition. Watching this chart change as you add themes can help you identify themes that may belong in a different cluster. If adding a theme shifts the chart to represent websites in a different market than what was previously there, it indicates that the theme you just added is targeting a different market segment.

Additionally, you can use the pie chart to research your competition, making sure you are targeting keywords that other websites in your market are targeting, checking on how those leading sites are positioning themselves and analyzing their sites in order find additional potential theme seed keywords.

Prior to themes being drilled, these graphs will reflect only the data for the synonymic set or seed terms. When the themes are drilled, this view changes as it includes all the "important keywords" data in these themes as well as the synonymic sets, giving a picture of the entire vertical market.



It is possible to switch between synonymic set data and vertical market view by clicking on the toggle at the top left of the screen. Because this difference in view point is essential for the successful competitive analysis of a market, you are able to toggle the view on practically every screen in VOMA and this view is "sticky", meaning the setting will be retained as you move from screen to screen in VOMA.

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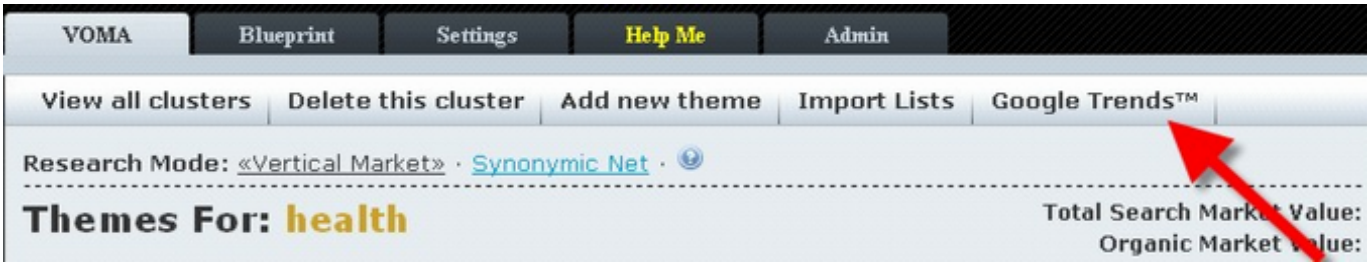
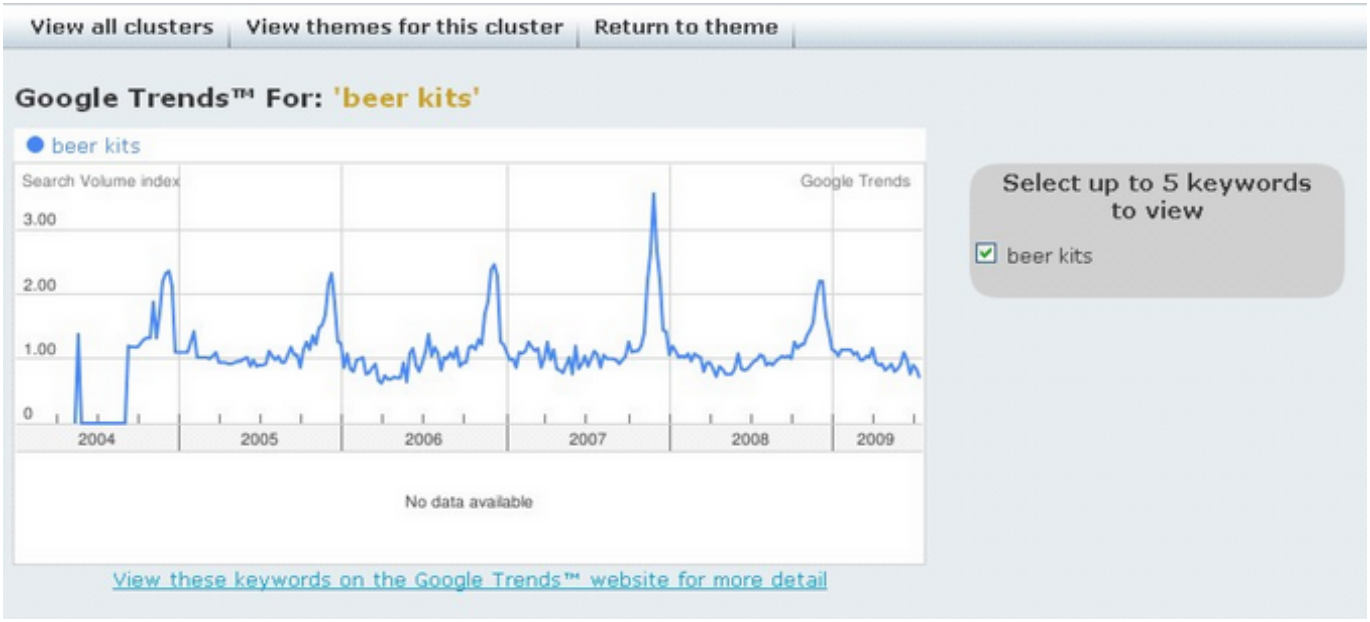
Step 8: Competitive Analysis - Google Trends

This feature is available at two levels. One is at the cluster level, where you can evaluate the parent term for each theme in your cluster. The other is at the theme level where you can examine the different terms in your synonymic set.



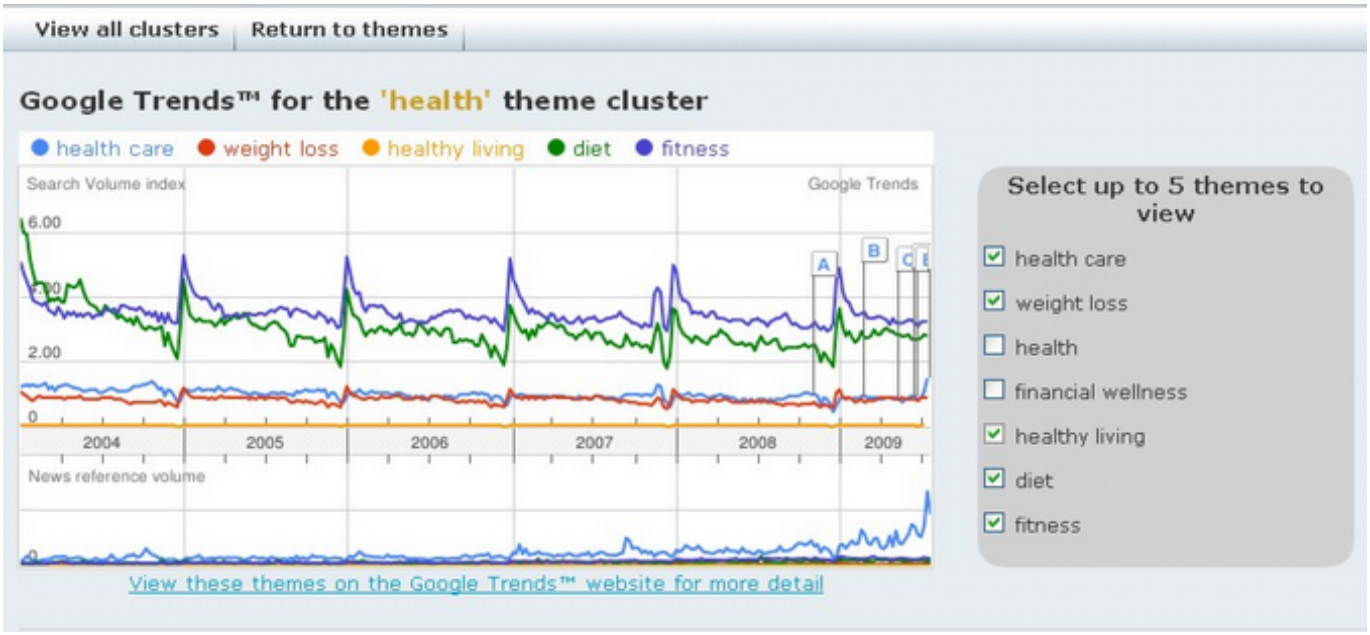
At the theme level in Phase 1, obviously this is only going to show you trending for one keyword, your parent term. This can be useful, however, to see what the history for the natural search has been for this term. It helps to paint the picture of your market to see recurring trend patterns as well as what terms have been increasing or decreasing in natural search over the last few years.



While the chart itself does not give you any values for the search volume, you can use the natural search queries reported on the theme screen to give you a rough idea of the values represented by the line on the graph.

In this case you can see that beer kit queries have a trend to peak annually in the 4th quarter. Further, you can correlate that the value of '1.00' on the graph was approximately equal to 600 daily searches indicating that the spikes in beer kits during the last quarter of the year was about 1200 for 2008 and searches peaked around 2000 for 2007

At the cluster level, you'll be able to compare the parent terms of each of your themes. Evaluating the trending over time for each of the parent terms in your cluster will allow you insight that will aid in a decision you make in Phase 2. There you will have to decide which of terms is to become the parent term for your silo. By understanding the trends in natural searches for the different keywords you will be able to make a more informed choice that will help keep your natural search traffic high in the coming months.



Checking and un-checking the themes on the right will allow you to see how each of the different terms stack up against one another over time.

Further at the bottom you can see a graph indicating the quantity of news events that have been recorded for these terms over time. Additionally, there is a link at the bottom that will open a screen on Google Trends, passing the keywords you have currently checked to allow you to see more information that is available there. Google will further segment the data based on locale and offer you links to prominent news results. This can be especially helpful when doing research for local search.

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Step 9: Competitive Analysis - Rank Domain Screen

The rank domains screen show three different kinds of information. The first is the Market Strategy Summary.

The Market Strategy Summary displays three different pieces of information. Across the top you see the Rank percentage – this is always going to be 100% for Phase 1 themes, because you have to have more than one keyword being analyzed for diversity to occur here. The second piece of information being charted is the percentage of deep links that the top ranking sites have. The idea here is that the higher the percentage of deep links, the more of an authority the site is and the more competitive the market. Here you see a fairly equal distribution from zero to 100%.

The third piece of information is the yearly ORV which is represented by the size of the dot. These are not so clear on this graph because everything is clustered at the top, but I can see that they are all small to medium sized, meaning that there are no clear dominating domains in the group.

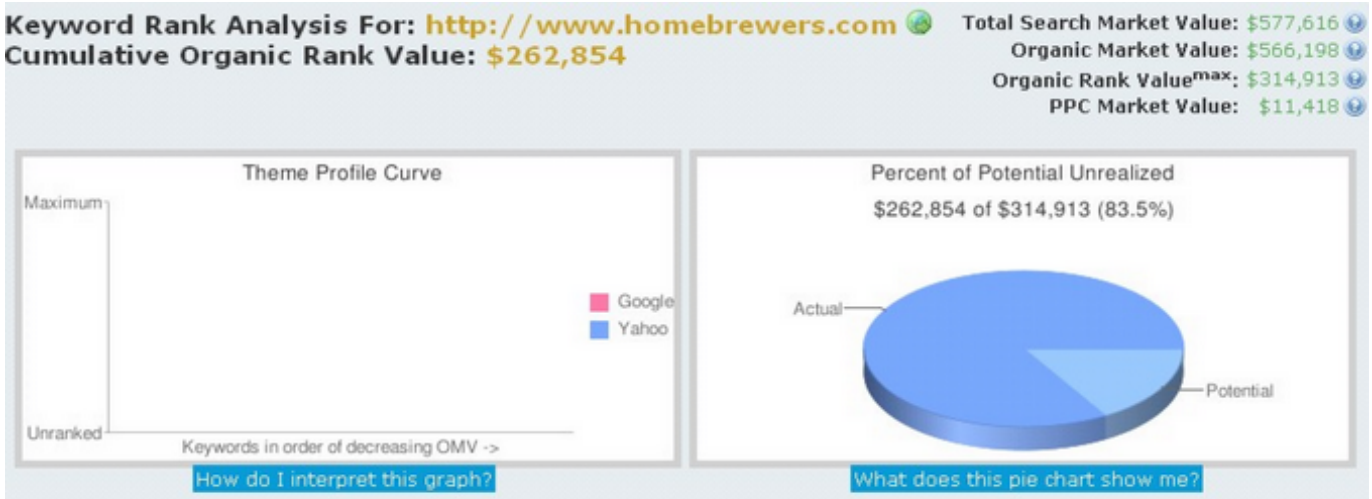
Below we have the second graph which indicates who "controls" the money by dominating the rankings. Here you can see that www.homebrewers.com dominates the market by controlling almost 50% of the natural traffic.

. Let's look at the chart below and see why.

The domains listed below are currently being ranked for 1 interesting keywords.
Hint: Hover mouse over the column headings for help.

Domain	Inbound Links%	Yahoo	Google	Yearly ORV
www.homebrewers.com	1904 29.0%	100%	100%	$262,854
www.mrbeer.com	7995 9.44%	100%	100%	$63,759
northernbrewer.com	28118 96.1%	0%	100%	$53,762
www.makebeer.net	1455 44.9%	100%	100%	$27,482

In the chart above you can see that www.homebrewers.com ranks in both Yahoo and Google. If you click on the domain name link on the left, it will take you to the Keyword Rank Analysis screen.



Below is a list of keywords and their associated rankings and organic value.
Hint: Hover mouse over the column headings for help.

Keyword	Yahoo	Google	Yearly ORV real	Yearly ORV max
beer kits	1, 2	1, 70	$262,854	$314,913

This screen is pretty boring on Phase 1, but here you can see that this domain ranks for the term 'beer kits' on both Yahoo and Google and you can see what rank they have for both of those terms. This gives you a clear picture as to why they control so much of the money (Yearly ORV) for this term.

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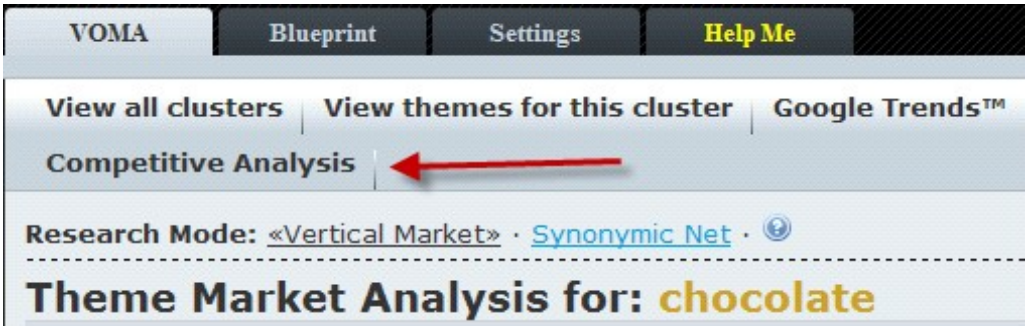
Step 10: Competitive Analysis - Competitive Analysis Screen

Krakken's suite of tools contains the Competitive Analysis screen where you can see, keyword by keyword, the top three competitor's inbound links.



Here you can see the number of inbound links for the index page and the percentage of deep links to the site for the top 3 sites for each keyword in your theme:

Hover over the inbound link number and the website URL will be displayed. This will allow you to know who your supposed competition is for a keyword or phrase. Often times you will find that top ranking websites are not actually in competition with you. Wikipedia, for example, will always show off with high inbound link numbers (like 1st site above) but they are seldom to be considered your competition.

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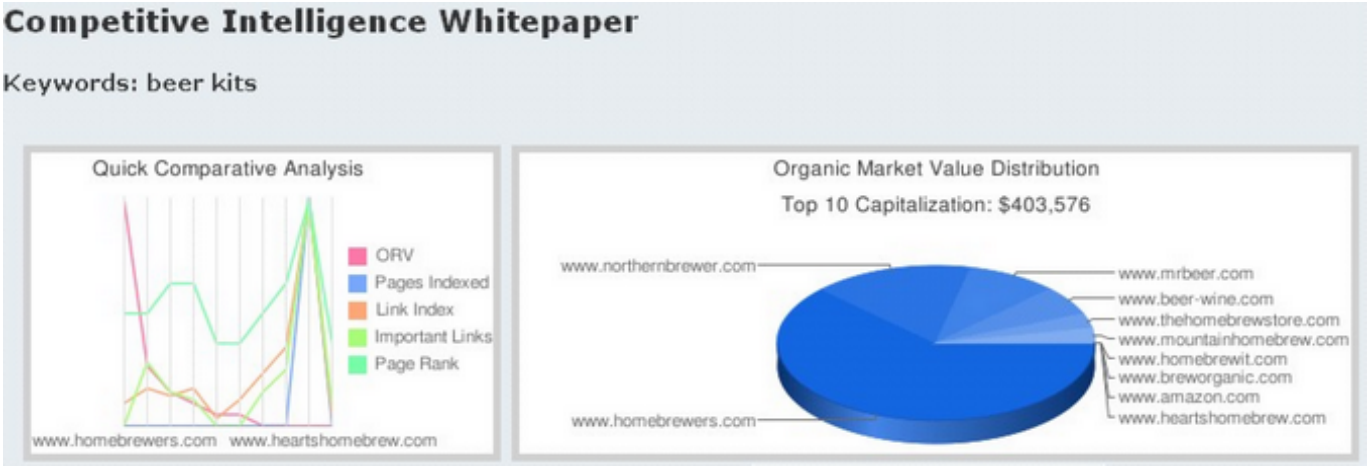
Step 11: Competitive Intelligence Whitepaper Report

The crown jewel of competitive analysis in the Krakken suite is the Competitive Intelligence Whitepaper.

At the top there are two graphs that give you an overview of the data. The 'Quick Comparative Analysis' graph shows you the OVR, Pages indexed, Link index (a comparative measure of inbound links), Important Links (a measure of .gov and .edu inbound links), and Page Rank. This graph helps you to see the dominant trends of the top ranked domains.



The second graph is the Organic Market Value Distribution. This difference between this chart and the one on the Rank Domain screen is that the Rank Domain chart includes values for both Google and Yahoo, where as this chart is just reflecting the values for Google.

While these graphs are interesting, the important data lies in the chart below. Contained on the rest of the page, each of the top 10 sites are explored in depth. Krakken reports the age of the site, and the page rank of the index page on the top line. This is a rough indicator for the potential authority of the site. Older sites and higher page ranks will affect the rankings of the pages for the domain over-all.

Second line is the ORV^{real} value for the domain for the keywords listed. Since this is Phase 1, there is only one keyword listed. The number of pages indexed by Google is on the third line. The fourth line is the number of deep links into the site and in parenthesis the total number of inbound links reported is listed, the difference between these two values would be the number of links to the home page.

The last line indicates the number of .gov and .edu inbound links to the entire site, not just the pages ranked for this keyword.

The next section talks specifically about the pages that are ranked for this keyword. Listed here is the exact URL of the page ranked for the term(s); the number of inbound links to that specific page; the page rank of that specific page; the term for which this page is ranked; and the Google rank position in parenthesis at the end.

Needless to say many of the competitive reports get more interesting as you start to combine your terms into synonymic sets, which we will do in Phase 2.

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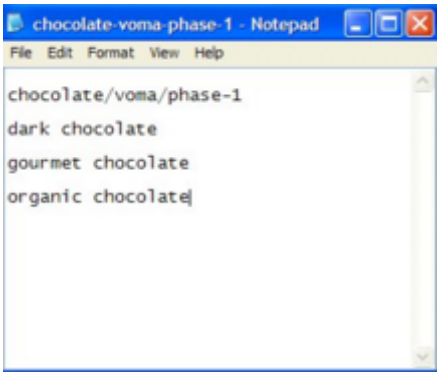
Phase 1 Tips and Tricks

There are many ways to speed up this process and other ways to navigate around the Krakken application.

Tip #1: You may want to take notes on your notepad file about the level of competition, total search market value, number of competing pages, potential silos and articles. In other words, you should use your notepad to keep track of any interesting discoveries taking place in the VOMA (vertical online marketing analysis) process. You will probably want to name your notepad file the same thing that you have named your Project: chocolate/voma/phase1. Again, you may use any naming convention you choose, just remain consistent so that you keep track of where you are in the process.



Tip #2: Remember you can have two windows open and drilling at the same time to speed up this research phase.

TIP #3: It's best to target seed terms, at the granular level, that have at least 5-7 million competing pages for candidates for synonymic set for your Silos so that by the time you get to the BP drill you will have a synonymic set that is strong enough to populate your articles with at least 10 quality keyword suggestions. The themes that you like but may be too small to be silo's can be used at the article level by importing them later (if they don't automatically show up after the Blueprints drill). This note pad file can be a great aid by the time you get to the Blueprints.

TIP #4: You can start Phase 1 (VOMA) research w/o having your (or your clients) USP clearly flushed out. But by the end of phase 1 you should be ready to formulate a strong USP based on where the money, competition, and consumer passion is in the phase 1 data. Before you can take this research to the next level of Phase 2, you must formulate your USP. Again, for a brief overview on how this is accomplished read Jay Abraham's document:

In our example of chocolate phase 1, by the end of the process, I will have prospective silos organized on my notepad (again, these may be potential silos depends on the final USP) as in 'dark chocolate' -- 'gourmet chocolate'-- 'organic chocolate'

... and now we move in to Phase 2.

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VOMA Phase 2

Introduction

The purpose of Phase 2 is to take the clusters created in Phase 1 and adjust and polish them. These clusters are then braided into new themes. You will use each phase 1 cluster to create a new Phase 2 theme with multiple seed terms. These seed terms are known as the synonymic set and are comprised of the parent terms (seed terms) of each theme in the Phase 1 clusters. For example: 'gourmet chocolate, exotic chocolate, international chocolate, gourmet dark chocolate'

Each of the themes you finalize in Phase 2 will become a silo in your blueprint. The parent terms of these themes will be used as the menu options on your website and in the titles of their respective pages. Because of this, great care should be used to insure that your parent terms are those that most closely represent your USP and are the most prized terms to rank for in a synonymic set.

Typically I create one Cluster in Phase 2 for those themes that will become my Silo Landing Pages.

If I have found themes that I want to make sure get loaded in as articles, I create another cluster for those. I will name the article cluster as the Project name and add 'article' ie: chocolate articles phase-2' to help me keep track in the articles I want to use in that silo.

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Step 1: Splitting and Organizing Phase 1 Clusters

At this point, you should have Phase 1 clusters organized in such a way that a cluster represents a segment of the market that you want to tackle with your website. You should have multiple Phase 1 clusters and each of these clusters is probably the making for one or more silos.

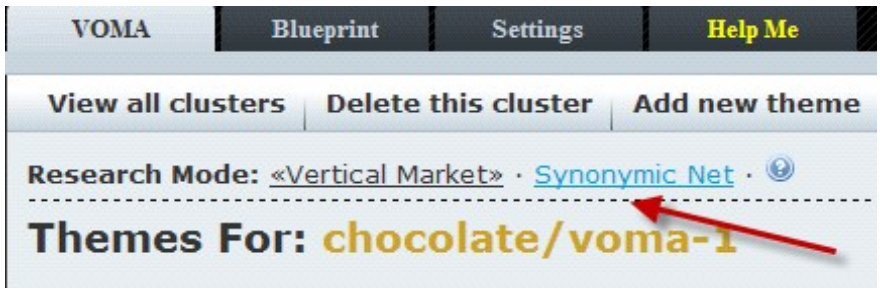
As you start to define each Phase 1 cluster into a Phase 2 theme, one term, generally the most competitive, will become the parent term for the Phase 2 theme and the remaining Phase 1 terms will become theme defining or KGO synonyms for the Phase 2 theme. In this way, each Phase 1 cluster that you want to use becomes a Phase 2 theme.

Theme Defining Synonyms
Theme Defining Synonyms (TDS) together with your parent theme make up your synonymic set. These terms define your website. Supporting keywords are chosen based upon these terms, and article themes are chosen based upon the synonymic sets of the silo landing pages. The synonymic sets of the article pages in a silo support and expand upon the concepts outlined by the synonymic set of a silo.

Synonymic sets are not necessarily synonyms in a thesaurus sense of the term, but rather they braid together to create a market segment that defines your USP. All the synonymic sets of your website braid together to form your **Keyword DNA**.

KGO Terms
KGO (Keyword Generation Only) terms are key terms that will be used to add good keywords to your theme. They are not, however, used to define the theme. Polysems (words that have more than one meaning) are a great choice for KGO. They will add their keyword juice to your theme, without watering it down with other meanings. Keywords brought back using a KGO have to prove they are related to one of the keywords in your synonymic set, or they are discarded.

Key terms that are too broad to be included in your theme, but are directly related to it, are also great candidates for KGO terms. You might include "health" as a KGO for "health insurance". Going too broad does not help, as it will not generate a significant number of keywords that are worth while for your specific topic, however especially in certain niches the right KGO terms can prove invaluable in adding keywords at the article level. You might well consider adding appropriate terms from your silo synonymic set to an article that isn't generating enough keywords... but I got way ahead of myself. You should limit the number of KGO terms to 1 or 2 per theme.



Breaking Up Phase 1 Clusters based on Competition

To determine if you should break a single phase 1 cluster into more than one cluster you will want to check the competition for each parent term in each theme. You may view the numbers of competing pages for each of the parent terms by switching into 'synonymic set' view on the Theme Overview screen.

It is a good idea to have all the terms within a cluster relatively the same size. Otherwise the terms with the larger values will skew the results toward themselves, making it harder to rank for the smaller terms.

If the number of competing pages for a term is significantly larger than the other terms in the cluster, it may be that it actually represents a different market segment, especially if it's scope is also larger than the other terms. In this case either move it to a another cluster or consider using it as a KGO term. Otherwise consider making this term the parent theme, and the other terms theme defining synonyms, but realize that the larger term will most likely dominate the silo and you will have to do some manual work to reinforce the smaller themes.

Parent Terms in the cluster that are significantly smaller than the rest of the terms you may want to annotate as potential articles. You can still include them as synonyms for your silo, but realize that there is a good chance that they will get lost, being swallowed by the larger terms. Targeting them as a theme for an article in that silo will help assure that you get supporting keywords for that concept and that you get ranked for that term.

Before you proceed, you may find it very helpful to watch the following video to understand the effects of KGO versus theme defining synonyms as you prepare to select your synonyms.

http://www.youtube.com/watch?v=1pwNKV8UMek

Another aspect of 'Competition' that might warrant breaking up a cluster relates to how optimized a market is, with more competitive markets having more inbound links. The value of 'competitive' is relative to the time and resources you have to dedicate to your inbound linking campaigns. Generally speaking a properly silo structured website will require up to 10 times fewer links as it 's unstructured competitor to rank for a term. With that in mind, as a very general rule of thumb, you may consider the following.

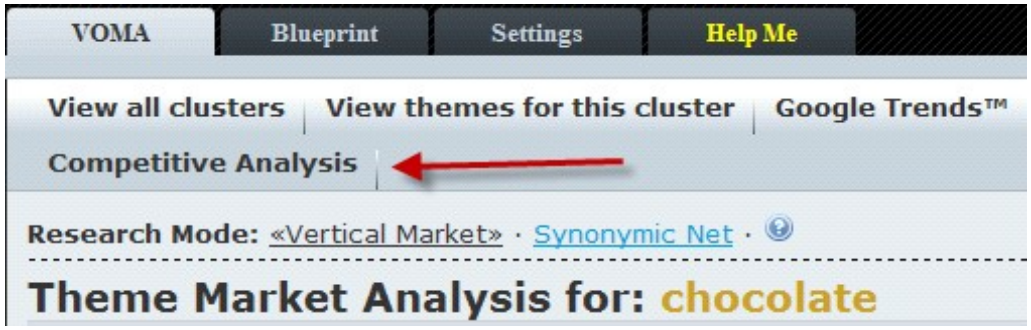
a. Any site that has less than 1000 inbound links to a page for a keyword/theme is 'not competitive.'

b. Any site that has between 1000 and 5000 inbound links to a page for a keyword/theme is marginally competitive.

c. Any site that has between 5,000 and 10,000 inbound links to a page for a keyword/theme is competitive.

d. Any site that has greater than 10,000 inbound links to a page for a keyword/theme is very competitive.

Please be advised that the above yardstick is anecdotal and is relative to your level of skill and expertise to implement your strategy as well as the power tools that you use.



You can check the inbound links for the top ranked sites for your keywords using the Competitive Analysis Screen, discussed in Phase 1, Step 9 or for more in depth information use the Competitive White Paper discussed in Phase 1, step 11.

If more than one of the terms is highly relevant to your USP and is highly competitive, then you may want to consider making them separate silos in your blueprint to make ranking easier. See Tip 3 for some helpful ideas when breaking up synonyms into more than one silo.

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Step 2: Choosing a Parent Term for a Phase 2 Theme

Typically the Parent term is the term with the largest number of competing pages in your Phase 1 cluster. However, of more importance is that the Parent Terms be the term in the Phase 1 cluster that is most closely aligned with your USP (unique selling position/proposition).

Additionally you will want to examine the ORV^{max} of each of the terms, checking to see which is the most profitable. You will want to weigh that into your decision of which term becomes your parent term as well. A term might have slightly fewer pages than another but a much higher ORV.

These three factors then should be weighed, and only your judgment can determine which factors are the most important in choosing the best term. Remember the parent term is the one that will be in the website menu option, on the headline on the web page and the prominent term for inbound links to that page, making it easier to rank for that term, so this decision is not one to be taken lightly.

Once you have determined the parent term for each of your Phase 1 clusters, you can proceed to the actual creation of Phase 2 cluster(s).

-o-

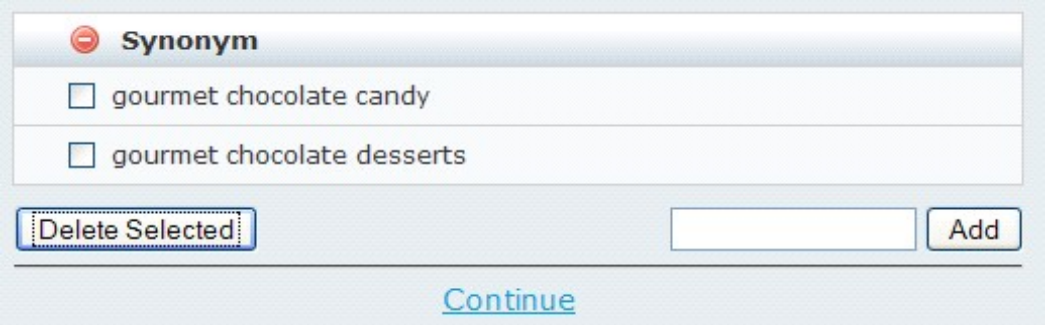
Step 3: Creating Your Phase 2 Cluster and Themes

The name of your new cluster should contain 'Phase 2' and your project name, for example 'chocolate silos phase-2'. For article clusters I use a naming convention something like 'chocolate articles phase-2'. This will become very valuable at the Blueprint level.

Next you will be prompted to enter the parent term for the theme. You'll want to erase the default name of the theme and enter the parent theme for your first theme. Hit the 'Create' button and you will be momentarily brought to the synonym screen where you will want to delete all of the pre-defined synonyms and enter the synonyms you defined in Phase 1, in other words the all the parent terms from each theme in that Phase 1 cluster.

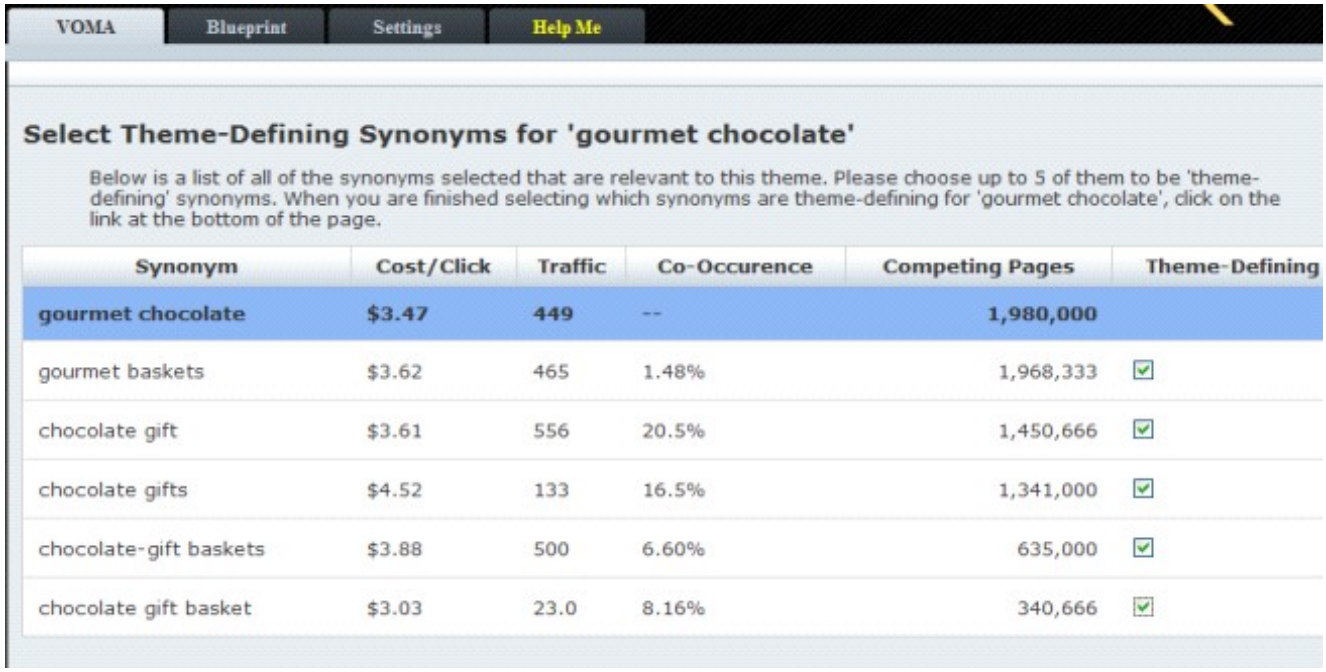
In this way you are creating your own synonymic braid of keywords that reflect a single market segment specific for your USP.

After you have added these synonyms, click the continue button.



Next you will come to the "Select Theme Defining Synonym Screen".

We recommend no more than 5 theme defining synonyms, and if you wish you can add another couple of terms as KGO (keyword generating only). Make sure the synonyms you check here are your theme defining synonyms. Do not check any that are KGO terms. Simply leave those unchecked.



Rinse and repeat until you have created all the themes from your Phase 1 clusters that you want to incorporate as silos into your blueprint.

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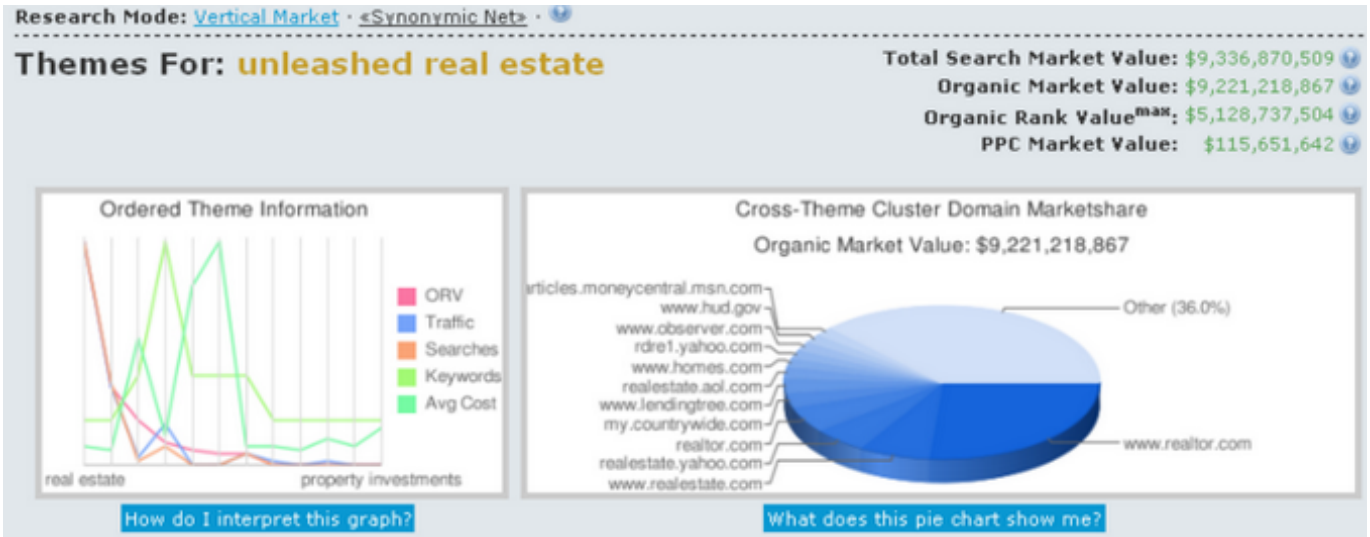
Step 4: Phase 2 Cross Cluster Theme Analysis

This is where the analysis process starts to get really juicy and you can see who your competitors are across your entire DNA braid. You'll want to try this with your Phase 2 cluster that contains your silo level DNA braid.



Below is a list of all of the themes that are part of this cluster.
Hint: Hover mouse over the column headings for help.

Theme	Cost per click min/max/avg	Average Comp Pages	PPC Traffic	Searches	Yearly ORV^max
real estate (1)	$3.02/$3.02/$3.02	1593333333	36339	3320547	$2,707,592,771
homes for sale (1)	$2.95/$2.95/$2.95	168266666	12545	1223013	$974,136,878
home loan (2)	$18.33/$22.79 /$20.56	39149999	1628	100273	$544,569,488
investment properties (5)	$3.62/$6.94/$5.26	4315353	6690	304481	$299,480,938
loan refinance (2)	$28.87/$28.87 /$28.87	4278333	466	24197	$188,616,474
home loan refinance (2)	$33.98/$39.12 /$36.55	1903166	223	16536	$168,511,866
foreclosures (2)	$2.78/$3.28/$3.03	154249999	1935	163726	$135,054,750

As you can see, this cluster is huge - it scrolls on down off the bottom of the screen, but I captured the important bits here. First, at the top, notice that I've got this on Synonymic Net. That's so that I'm only looking at the synonymic sets of each of the themes here. Further notice that www.realtor.com owns more than 25% of the market that I'm looking at being my synonymic braid. That's pretty impressive as they are indeed my direct competitors given the USP I had in mind when I was building out this blueprint. Also notice that many more of the top sites are directly related to realty. There are no general directories like wikipedia listed.

That tells me two things:

1) this is a tough market (which it is), and other folks have been doing their homework (which they have)
2) because the people I consider are my main competitors are listed in the bigger chunks of the pie, I'm in the right ball park with my keywords.

So then the next question comes 'What if my results are all over the map, does that mean I did something wrong?' Absolutely not. It means that nobody else is tackling exactly the same set of keywords you are. It means that your closest competitor is not thinking the way you are thinking, and that is generally a good thing. Most markets are not like the real estate market and most markets do not have people thinking very holistically about their keywords, unless of course, they use Krakken, too ;)

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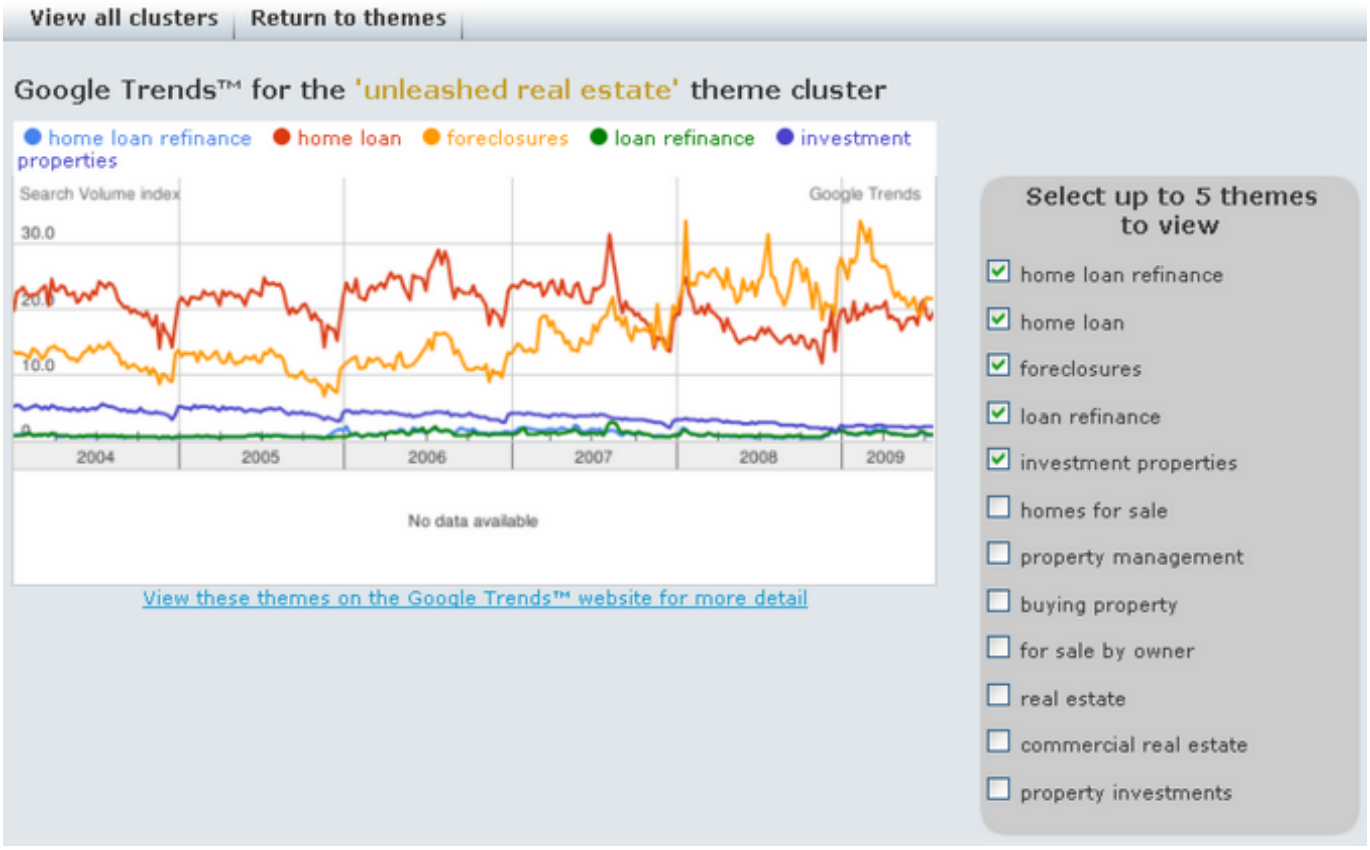
Step 5: Phase 2 Google Trends

Also interesting is the Phase 2 Cross Cluster Google Trends analysis.



From the above snapshot you'll see that what gets brought over into the Google Trends fac ility are the parent terms of each of your themes. This can be especially interesting at this juncture to see the trending for the terms you have chosen as parent themes. Sometimes I smack my head, delete one (or more) of my themes in Phase 2 and go back to Phase 1 to look for a better parent term candidate. It's easy when you are dealing with a lot of data to have im portant pieces of information slip out of your awareness because the rest of the pic ture looks so good.

-o-

Step 6: Phase 2 Rank Domain Analysis

Phase 2 is where the Rank Domain Analysis really shines. You get to see your theme as no other tool on the market presents this data.

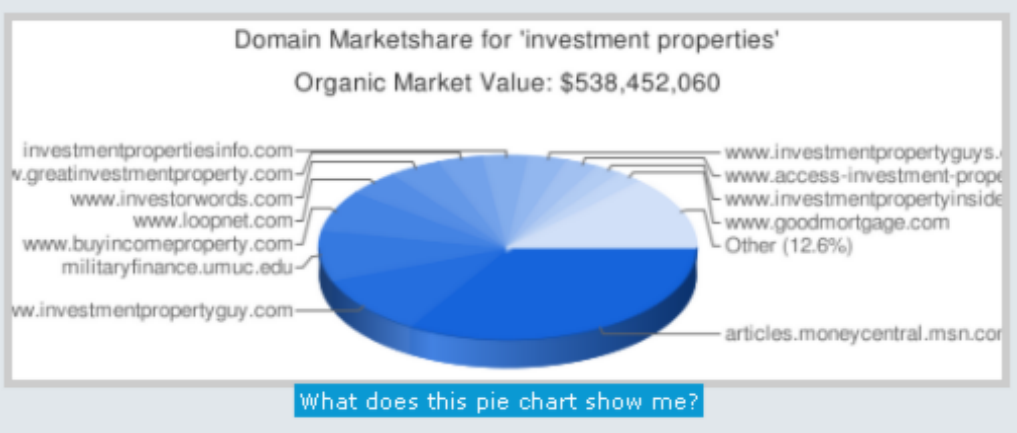
In the above graph you see a completely different kind of picture than you did in Phase 1. Suddenly the dots are spread apart and check this out: There is no clear winner for this synonymic set. Clear winners are dots in the upper right hand corner. The bigger that dot is, the more they are winning. What this shows me at a glance is that nobody is organized enough to actually be targeting all the terms in this synonymic set.

The best way to read this map is to break it down into 4 quadrants. In quadrant 1, the lower left, are the least of your competitors. Their inbound link campaign predominantly targets their home page (x-axis across the bottom in percentage of deep links; fewest deep links to the left, most deep links to the right). Additionally they don't rank for many of the keywords in question (y-axis, from bottom to top; least rankings at the bottom, highest percentage at the top). The size of the dot, if you'll recall has to do with their yearly ORV, the larger the dot, the higher the ORV.

Quadrant 2 in the upper left is next. They have better rankings, but still not too aggressive on their deep linking strategy.

Quadrant 3 is in the bottom right. They have an aggressive linking strategy, which means they will be more difficult to out rank, but they don't rank for so many of the terms you are interested in here.

Most difficult is the upper right, having both an aggressive linking strategy AND being ranked for the terms you are targeting.



The pie chart hasn't changed too much. It's still telling the same story, who is dominating based on the money flowing through the market.

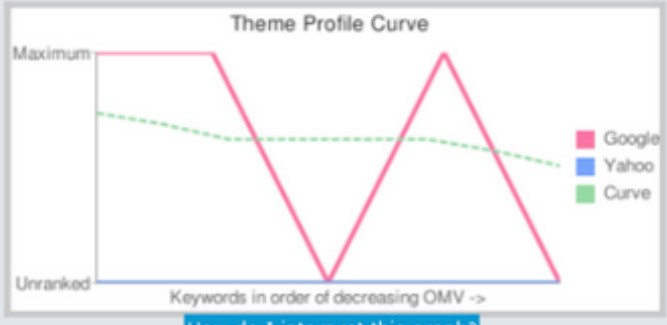
Domain	Inbound Links[%]	Yahoo	Google	Yearly ORV
articles.moneycentral.msn.com	205948[99.5%]	40.0%	60.0%	$175,078,508
www.investmentpropertyguy.com		60.0%	0%	$56,853,535
militaryfinance.umuc.edu	7024[69.2%]	0%	20.0%	$48,554,165
www.buyincomeproperty.com	3530[7.51%]	40.0%	60.0%	$39,413,974
www.loopnet.com	6383880[5.68%]	40.0%	100%	$24,920,088
www.investorwords.com	256584[14.8%]	0%	20.0%	$24,554,748
www.greatinvestmentproperty.com	1179[26.0%]	60.0%	100%	$22,216,054

The chart at the bottom has changed measurably. At this juncture you can see that the percentages for ranking are all over the place and you'll see the spark lines between the domain name and the inbound links. These represent the rankings for each domain for the keywords in question. Imagine the keywords in a line with the most expensive on the left and the cheapest on the right (in terms of TSMV). Each keyword is represented in this little spark line. In this graphic I'm looking only at the synonymic set, so there are only 4 keywords that these lines represent. From this you can see that Moneycentral ranks for a term, then does not rank for a term, ranks for the third term and then does not rank much for the fourth term.

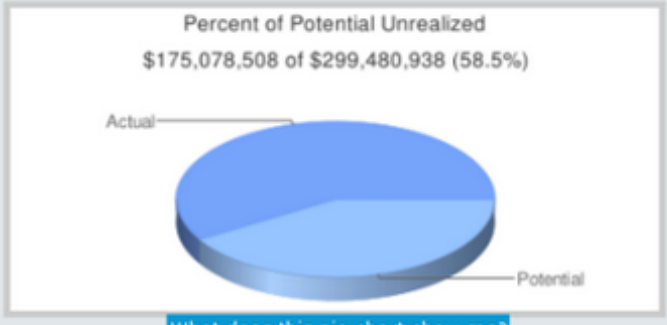
Similarly, investmentpropertyguy.com ranks for the first term or maybe two and then falls to nothing. From this you can gather quickly who is ranking well for the most expensive terms, and investigate further as is appropriate. Let's take a peek:

Keyword Rank Analysis For: http://articles.moneycentral.msn.com
Cumulative Organic Rank Value: $175,078,508

Total Search Market Value: $550,254,471
Organic Market Value: $538,452,060
Organic Rank Value^{max}: $299,480,938
PPC Market Value: $11,802,411



How do I interpret this graph?



What does this pie chart show me?

Below is a list of keywords and their associated rankings and organic value.
Hint: Hover mouse over the column headings for help.

Keyword	Yahoo	Google	Yearly ORV^{real}	Yearly ORV^{max}
investment property	62	1	$172,276,883	$293,703,954
investment properties	46	1	$2,409,747	$4,105,104
property investments	--	1	$391,877	$668,087
real estate investment properties	--	--	$0	$258,372
real estate investment property	--	--	$0	$745,421

I clicked through onto moneycentral.msn.com. You can see from the Theme Profile Curve where the data from the spark line came on the previous page, and you can see from the pie chart how much money they are leaving on the table.

Looking at the chart below, the story becomes pretty clear. They have done a good job ranking on google for 3 of the 5 terms, however their attempts to rank on yahoo are not good at all. If they are truly targeting these three keywords, some tweaking to increase their rank on yahoo and by extension their traffic looks like it would be really worth while, at least for the first term with such a high ORV.

This can be a great chart to show a potential client, using the keywords they think they are after to show them how much money they are leaving on the table. It has been known to close deals on the spot.

-o-

Phase 2 Tips and Tricks

TIP #1: We recommend that you only use KGO's when you need to beef up your number of competing pages on the cluster without disturbing your synonymic set as your DNA braid. The more competing pages you have in a cluster when you begin the Blueprint process, the more keywords you will have all the way down at the article level.

TIP #2: Remember it is ideal that each term in your synonymic set have at least 5 and preferably 7 million comp. pages.

Tip #3: What do you do when you want two terms to be parent terms in their own silo, but they are really synonyms, like 'bike rack' and 'bike racks'? Remember each parent term, like any keyword, can be couched in a phrase, so you might say 'best bike racks' for one and 'bike rack prices' in another.

You may want to split the synonyms into two groups as well. There might be a natural split as you look at the topic of the terms you are splitting, or you might have to do some more research to come up with additional synonyms.

Now you are ready to go to Phase 3.

-o-

VOMA Phase 3

The purpose of Phase 3 is to take the clusters created in Phase 2 and use them to create a blueprint.

When you are happy with your phase 2 clusters, you will want to flip the flag from red

to green:

The reason you click the flag from red to green is because this is what signals that this theme should appear in the Blueprint module's screens:

We are now ready to proceed to the blueprint!

-o-

Blueprint Creation

Obviously you had to have created your synonymic set in VOMA phase 3 before you can create a BP but I wanted to cover this just in case there are some users who like to jump ahead in their reading ;-)

In this section we are going to show you how to create a blueprint, add silos and articles, drill the blueprint and finalize it.

It is possible to add silos and articles to a blueprint after it has been created and even after some or all of it has been finalized. Additional silos will require additional silo credits; however articles can be added to existing silos indefinitely without incurring any additional costs.

It is also possible to bring article topics back into VOMA for more research, adding synonyms that Krakken may have decided not to add, and then remove the existing article and add it back again from VOMA. It is not possible to do this, however after the article has been finalized. This is rather an advanced topic that will probably be addressed later.

A word about keywords:

At this point it is important to say: all the keywords at both the silo level and article level that Krakken chooses are good ones- regardless of their TRI or co-occurrence. If Krakken says it fits- be assured - it fits. If you like one keyword or article title better than another but the TRI or co-occurrence is lower- don't worry about it, pick the one you like. And if you go back and re-work something in VOMA and add it to the article level and Krakken lets it in even though the TRI is a 2- that is still fine. If Krakken lets it in, it has met the necessary algorithm for supporting your website.

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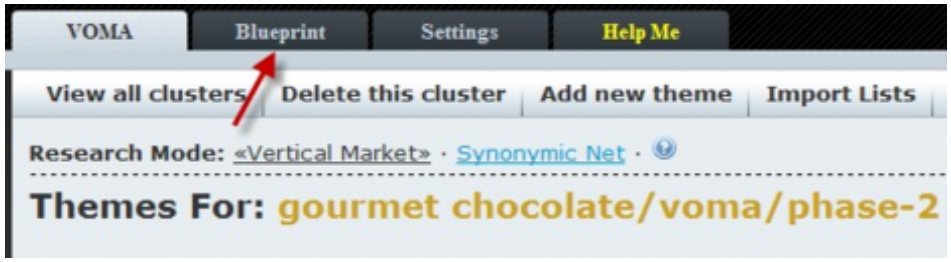
Step 1: Create the Blueprint

To start with, you need to be in the blueprint section of Krakken. Click the tab at the top of your screen that says "Blueprint"



To create a blueprint, click on the "Create" button.

The first screen of the BP function will ask you to create a BP. Generally I name this the Parent Theme of my website or my clients name to help me stay organized. This screen will ask you what locale you will be marketing to and whether this is a Full or Outline BP. An Outline BP is sometimes referred to as a skeletal BP. If you have purchased Full silo credits, you must create a Full BP and the same for the Outline BP.

Please refer to our Product page to see the difference between a Full silo and an Outline silo, if you don't already know.

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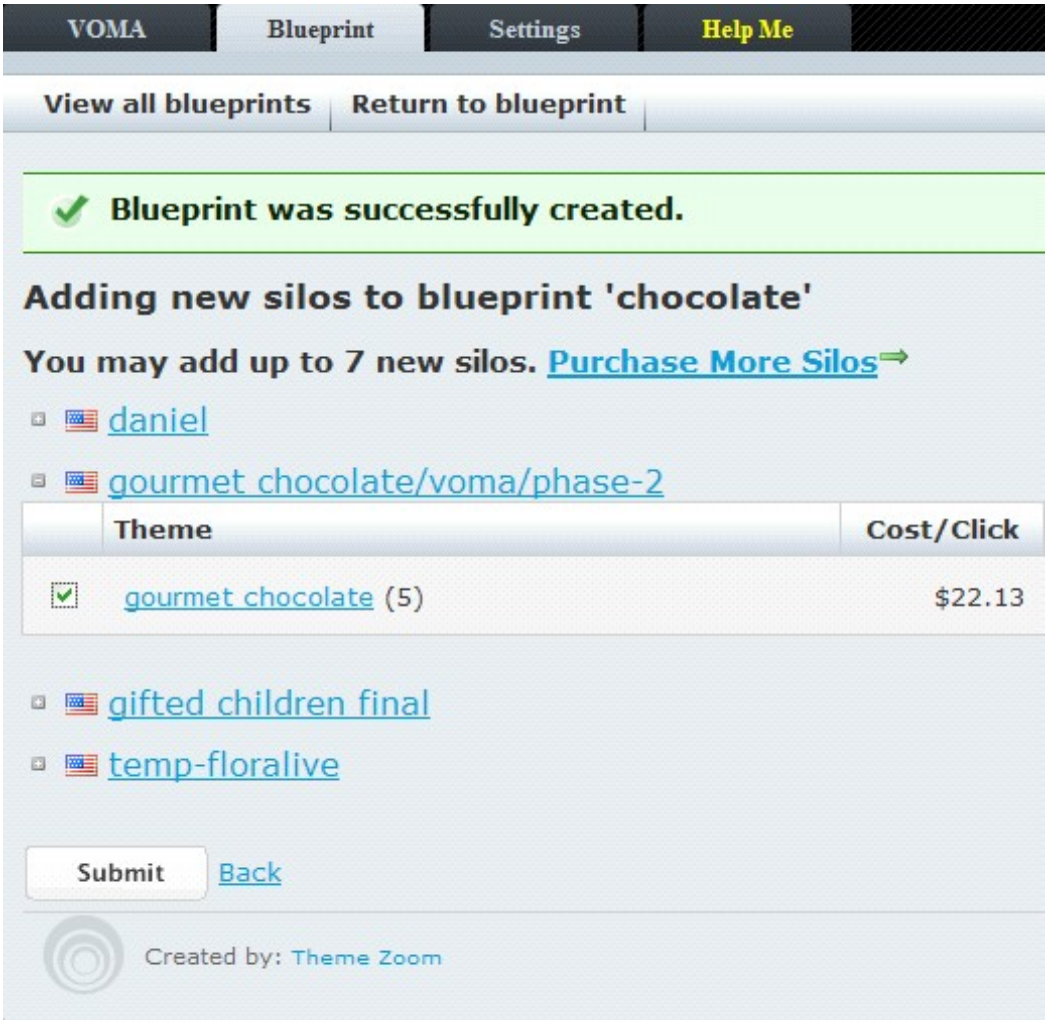
Step 2: Add Silos

As soon as you create the BP it will take you to the screen to add silos. If you do not see any silo credits, you have probably created an outline BP. At this point, you can see if you have to purchase silo credits and the list of silos available to add to your BP. If you do not see the silo you want in this list, then you probably forgot to turn the red flag to green in VOMA phase 3. Go back and flip the flag.

To add a silo, click on the plus sign box to the left of the silo, and then again on the box to the left of the next list, and then click submit.



IMPORTANT! When you have checked one or more check boxes on this page and hit the "Submit" button at the bottom, your account will be debited a silo credit for each box you ticked!

-o-

Step 3: Add Articles (optional)

Immediately after this screen you are brought to a screen where you can select any articles that you want to make sure are included. There is a restriction on the articles you can add, the numbers of competing pages for the article must be smaller than at least one of the terms in the synonymic sets in your silos. If this is not the case, you theme will not show up to be selected.

Adding articles is optional. If you do not select any themes as articles, Krakken will auto-select all of your articles for you, up to 10. If you select your own articles, and you do not select 10, Krakken will try to fill in the remaining slots so that you will always have 10 in each silo. If you select more than 10 for any one silo, Krakken will not auto-generate any articles.

At this point all you are doing is selecting the articles. You cannot specify into which silo you want which article to go. Krakken will tell you where they should go based on semantic analysis. You have the option to override any of the auto selections, should you so choose, however we caution that you should investigate WHY Krakken made the choices it did. It has based its decision off of the current market trends and you should understand those trends before you decide to override them.

To move an article from one silo to another, you need to find your article and then click on the double arrow symbol shown above. That will move this article or "node" to another silo. You will be prompted for which silo in this blueprint you want to move the article to.

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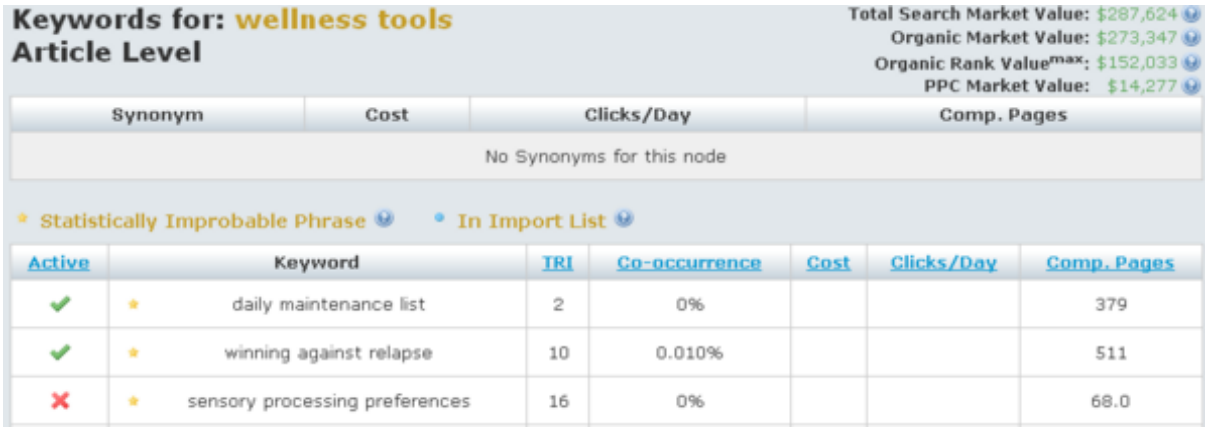
Step 4: Drill the Blueprint

Once you have finished selecting your blueprint themes, return to your blueprint screen and hit the drill button. Then sit back, relax, read the paper or go out to lunch or start on your next client. In a couple of hours, depending on how many silos you have to drill, you can come back and Krakken will have drilled into everything, auto-selecting articles and supporting keywords and now your only job left is to approve what it has done, making any adjustments you desire along the way.

-o-

Step 5: Finalizing Silo Landing Pages

First, you will want to go through the list of keywords for your silo landing page. A green check means that you want to include the keyword into your page. A red cross means you do not want to include it.



Keywords for: wellness tools
Article Level

Total Search Market Value: $287,624
Organic Market Value: $273,347
Organic Rank Value^{max}: $152,033
PPC Market Value: $14,277

Synonym	Cost	Clicks/Day	Comp. Pages
No Synonyms for this node			

Statistically Improbable Phrase In Import List

Active	Keyword	TRI	Co-occurrence	Cost	Clicks/Day	Comp. Pages
✔	daily maintenance list	2	0%			379
✔	winning against relapse	10	0.010%			511
✘	sensory processing preferences	16	0%			68.0

Keywords that have a gold star in the second column mean that they are statistically improbable phrases. These terms are often terms used by subject matter experts and can aid your rankings and glean you more traffic by those well versed in your niche.

Keywords that have a blue dot in the second column indicate that they are on an import list that you have attached to this blueprint.

How many keywords do you need for your landing page? Our recommendation is to use the synonymic set of that silo and the parent theme of the articles contained in that silo. We also suggest you use the article keywords in your silo landing page text. Aside from that you will want to choose 5 to 10 keywords that support your theme and USP. It's possible to choose more, and Krakken will choose up to 30 for you, but if you give your writing to someone else to do, they might not like you very much ;)

When exporting your blueprint to Silo Publisher it will automatically populate all of your chosen keywords into the meta data. If you later decide that you don't want to use a keyword on a page, you will want to adjust the meta data on that web page in Silo Publisher before you publish the page.

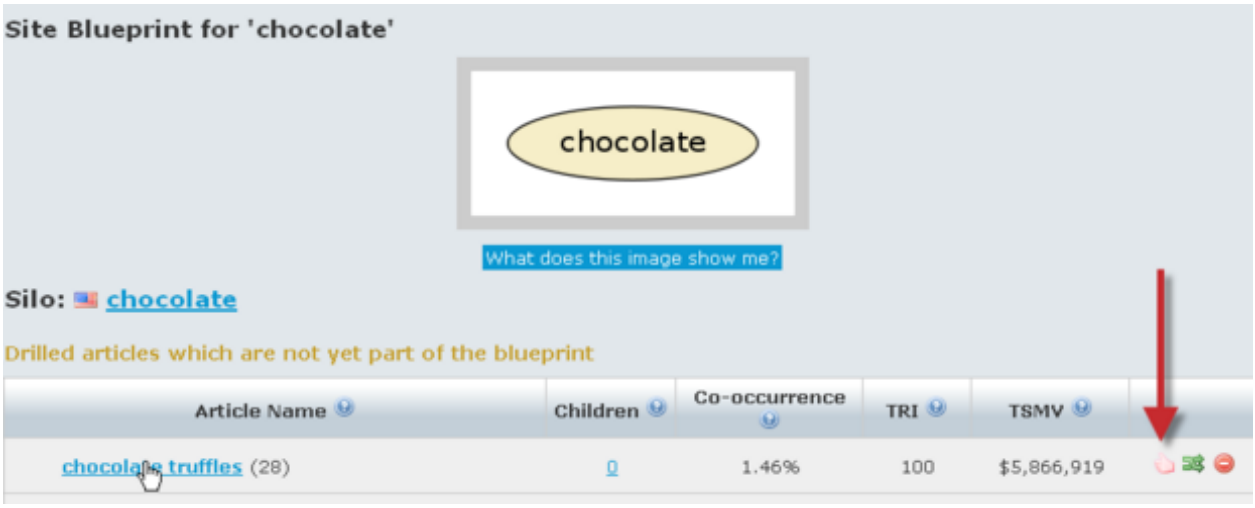
Once you have settled on the keyword selection, give your Silo page the “thumbs up”. You cannot finalize an article until its silo landing page has been finalized.

-o-

Step 6: Finalizing Articles

Very much like finalizing the silo landing pages, first you will want to make sure you are happy with the keyword selection, checking and un-checking any keywords as desired.

Finally you will want to give your article a “thumbs up”. You will not be able to finalize an article until you have first finalized it’s silo page. If you try to do so you will get an error.



Congratulations! You have completed your blueprint.

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Blueprint Tips and Tricks

ADVANCED TIP #1: I work backwards a bit before finalizing my silo. I start by looking at the article level parent themes (article titles) and knowing that they must be included in the silo landing page keyword list; I copy the article titles I want to a notepad file. Then I go back to the silo level keyword list and use the control f to find these terms on the list. If they were red I check them green and the check the rest that I will not use to red. DO NOT UNCHECK THE SYNONYMIC SET Keywords. You can refresh the page and all the green ones will float to the top of the list. Again, you can use more Keywords here if you choose than just the syn set and parent theme of the article.

TIP# 2: If you have purchased Full silo credits, be sure to create a Full BP. Krakken will not let you load an Outline BP with Full silo credits.

TIP# 3: Remember that you must use all the Keywords you check green on your Silo Landing Page or later you have to change the meta data on your website.

TIP# 4: To start with, you need at least 2 silos (or it is not a silo structured web site ;-) and 5 articles to completely support each silo. Search engines prefer that you continue creating content and adding it in over time. Obviously if you want to dominate a market, you will need a powerful website to do this. You can continue adding to your BP - ad infinitum.

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